



Jax Jacobsen

EXPERT COMMUNICATOR, STRATEGIC THINKER, AWARD WINNING JOURNALIST

-  438 408 7912
-  jaxjacobsen@gmail.com
-  Montreal, QC
-  linkedin.com/in/jaxjacobsen

EDUCATION

MASTER'S DEGREE,
SCIENCE JOURNALISM
City University London

MASTER'S DEGREE
POLITICAL SCIENCE
McGill University

EXPERTISE

Digital Content Creation
Team Leadership
Crisis Communication
Media Coaching
Audience Engagement
Audio and Visual Communication
Brand Development and Enhancement

LANGUAGES

ENGLISH | Fluent
FRENCH | Fluent
ITALIAN | Intermediate
SPANISH | Reading Capacity

PROFESSIONAL PROFILE

Dynamic, creative, bilingual communicator with over 15 years' experience who understands working under pressure and meeting hard deadlines. Leverages research and metrics that enhance brand reputation and increase stakeholder engagement, which drive year to year growth online. Thrives amid change and ambiguity. Builds confidence with colleagues and keeps projects on track. Advanced degrees in Science Journalism (City University London) and Political Science (McGill University).

SKILLS

MESSAGING/CONTENT OUTPUT

Proven track record of consistently delivering high-quality communication that drives traffic growth on digital and social platforms. Keen eye for reaching and engaging diverse audiences to clarify complex scientific topics, leading to enhanced brand reputation and business growth. Passionate about stories that add context to complex data and technologies. Versatile, quick learner who can become an "expert" on many topics, in little to no time.

- Enterprised story about how Canada's embrace of net zero emissions radically changed metallurgy, and a race for greener reagents required to separate metals from ore
- Maintained and expanded coverage of France's startup BioTech and AgriTech sector during COVID-19, when most offices shut down. Deeply dived into companies' challenges in managing French government responses to pandemic, going beyond headlines to understand evolving company objectives and future strategy. Breaking news required quick pivots to adapt to changing information. Quickly assessed impact on content priorities while maintaining a positive attitude
- Led startup news site covering Central Asian daily political and economic developments. Wrote, edited, and coordinated coverage of deadly oil protests in Kazakhstan, repeated political unrest in Kyrgyzstan, strains in economic growth and development in Uzbekistan, and repression in Turkmenistan

RESEARCH/COLLABORATION

Conducted in-depth research to determine important challenges across range of industries (mining, energy, technology, oil and gas, manufacturing). Interviewed government officials, company heads, stakeholders, and community leaders. Produced detailed reports and analyses read by policymakers and analysts.

- Led a series of deep investigative reports on First Nations and concerns around Canadian mining projects to break down issues into clear messages while delivering engaging reporting. Consistently went beyond the headlines and engaged remote communities to ensure their perspective was included.
- Collaborated with research teams, industry stakeholders, government agencies, and NGOs to add depth and knowledge to reports and analyses for UK Parliament, organisations, and publications
- Remained informed of new research and findings in journals and academic institutions that pertained to areas of coverage, including politics, science, and technology.

PROFESSIONAL AFFILIATIONS

National Association of Science Writers

McGill Women Alumni Association Mentor

Community Board Member, Table du Quartier d'Outremont (TQO)

For Our Kids environmental activist

ACHIEVEMENTS

Worked as journalist in the U.S., Canada, United Kingdom, and France

Secured and conducted Interviews with high-level government officials and CEOs from:

- France
- UK
- Canada
- US
- Chile
- Argentina
- Kazakhstan
- Uzbekistan
- Germany
- Belgium
- The Netherlands

Received S&P's "Story of the Month" award 5 times

HOBBIES

Travel

Cycling

Reading Anything & Everything

Environmental Activism

Ancient History

Languages

SKILLS - CONTINUED -

AUDIENCE ENGAGEMENT / CONTENT STRATEGY

Expert communicator who has extensive experience planning content campaigns and launches. Expert at rapid response, and at designing thoughtful campaigns that leverage key messaging and strategic positioning to reach target audiences

- Defined stakeholder priorities and design strategies to ensure brand is consistent in quality and tone
- Executed creative, multi-channel campaigns on the web, through video, and virtual events. Cross-promoted multimedia projects on: YouTube, Facebook, LinkedIn, Twitter, etc.
- Set record traffic growth at Mergermarket France for subscribers and engagement
- Moderated group discussions with sales to address subscriber and audience needs

BRAND INNOVATION/CONTENT DEVELOPMENT

Creative content creator and developer. Responsible for brainstorming new angles in content to retain and attract subscribers. Oversaw development and launch of new content channels and themes to maintain audience engagement.

- Drafting and maintaining a calendar of project deadlines and content launch dates
- Researching and staying up to date on latest developments in terms of search engine optimization, content trends and consumer behaviour
- Working with editors, writers, project managers and sales to produce various forms of digital, visual, and video content
- Updating older content to meet new content standards
- Brainstorming new angles and approaches to attract new subscribers and engage existing subscribers

WORK EXPERIENCE

CONTENT EDITOR AND STRATEGIST

Montreal, QC | January 2023 – present

- Provide and edit content for magazines, websites, agencies, and organisations

DEPUTY EDITOR

Mining Magazine, Montreal, QC |, September 2021 – January 2023

- Wrote and edited articles, webcasts, video interviews

ACTING BUREAU CHIEF

MergerMarket, Paris, France | September 2019 – October 2021

- Developed and maintained editorial calendar, provided content
- Integrated customer feedback into content strategy to improve engagement

CONTENT CONSULTANT

Levin Sources, Paris, France |, May 2018 – September 2019

- Developed compelling written case studies and blogs to exhibit LS expertise in responsible mining practices

SENIOR COMMUNICATIONS OFFICER

ICMM, London UK | 2016 – 2017

- Developed social media and blog content to demonstrate ICMM expertise in responsible mining practices

CANADIAN MINING CORRESPONDENT

S&P Global, Halifax, NS | May 2013 – May 2016

- Provided short reports, long reports, and trend overviews of mining industry

MANAGING EDITOR

Central Asia Newswire, Washington DC | May 2010 – May 2013

- Developed and maintained editorial content, developed compelling content